

# Candidate Brief

Business Development Manager – Learning Solutions



# About us:

Netex is a global leader in digital learning solutions. Founded in Spain, the company provides innovative learning experiences for businesses across the globe. With decades of experience delivering tailored, scalable solutions that empower businesses to thrive in an ever-evolving landscape, Netex's award-winning platforms and content focus on driving engagement, enhancing skills, and unlocking human potential through cutting-edge technology and user-centred design.

Virtual College, in partnership with Netex, combines cutting-edge global learning technology with over 30 years of experience in compliance eLearning. Known for delivering high-quality training, Virtual College works with a wide range of public, not-for-profit, and private sector organisations, including the NHS, YMCA, and thousands of education providers. The Virtual College promise is simple: to provide high-quality, compliance-focused, cost-effective, simple learning solutions that put the learner first. With thousands of positive reviews, Virtual College is renowned for providing reliable and impactful eLearning to businesses, wherever they are in the world.



# About the role:

**Title:** Business Development Manager

**Entity:** Netex

**Location:** Leeds

**Salary:** Up to £60,000 D.O.E

**Hours:** Full Time 37.5hrs per week (Flexible options considered)

**Space:** Business, Sales, Red Circle

## Key Responsibilities:

The Business Development Manager (BDM) role at Netex is centered on driving new business growth within the eLearning sector with a focus on medium to enterprise clients. This role is critical to expanding Netex's client base by identifying and securing new business opportunities. With a clear focus on proactive lead generation and building strong client relationships, the BDM will work to position Netex as a leader in custom learning solutions. Collaborating closely with sales and marketing teams, the BDM will develop and implement targeted campaigns to attract potential clients, maintain up-to-date knowledge of industry trends, and continuously refine sales strategies. Success in this role is measured by new client acquisitions, revenue from new business, and overall growth in the sales pipeline.

# About the candidate:

## Required:

- Proactive lead generation
- Strong client relationship building
- Market research and analysis
- Sales strategy development
- Proposal and presentation management
- Pipeline management and reporting
- Negotiation and closing

## Personal Attributes:

- Resilience
- Time Management and Prioritisation
- Proactive, results driven mindset
- Interpersonal and Relationship Building
- Strategic thinking
- Agility and Adaptability

## Desired:

- Knowledge of the e-learning sector
- Spanish speaking

# What to expect:

We are an inclusive employer and endeavour to provide a fair, transparent and supportive recruitment process.

We typically run a two-stage process, which consists of competency-based interviews that are designed to evaluate key skills and behaviours required for the role to which you are applying. We use the STAR framework (Situation, Task, Action, Result), to give candidates a consistent experience and help focus on real-life examples throughout the interview. Guidance on how to answer within this framework will be provided in your interview but some key tips to remember include:

Preparing a few examples ahead of time for different competencies that are outlined in the job description.  
Practice keeping your responses concise (2–3 minutes per answer) and keeping these in the STAR format.  
Try to summarise with a brief reflection on what you've taken away from each experience if applicable.

If you require any adjustments or accommodations, we are here to support you every step of the way! If so please reach out to [Sam.Mawson@netexlearning.com](mailto:Sam.Mawson@netexlearning.com) or [Graeme.tucker@netexlearning.com](mailto:Graeme.tucker@netexlearning.com) directly should you have any questions or need any support or adjustments.





# Working with us

## Culture

Inspirational mission vision and values  
Sports and Social club  
Honesty and integrity  
Regular Communications

## Career

Champion internal training and succession  
Role specific external training opportunities  
Ongoing personal and professional development

## Compensation

Fair and transparent Salaries  
Annual pay review

## Benefits

Access to extensive course catalogue  
EAP  
Health cashback plan  
Paid sick leave

## Work Environment

Peer to peer and global recognition  
Clear expectations and autonomy  
Genuine flexible working  
Growing Business  
Inclusive and supportive environment

# Application Process

## Timeline and Next Steps

We run a two-stage process as we mentioned before so for this role we will be looking to:

**Shortlist until: 6<sup>th</sup> December**

**Run interviews until: 20<sup>th</sup> December**

*Please note these dates may change.*

## Further Info

If you have any further questions relating to the role, and adjustments or the recruitment process, please email:

**[Sam.Mawson@Netexlearning.com](mailto:Sam.Mawson@Netexlearning.com)**

To apply for this role please email a cover letter and an up-to-date CV as well as where you heard about the role to:

**[Careers@virtual-college.com](mailto:Careers@virtual-college.com)**

